

Amendments to the Claims

1. (Previously presented) A computer-based method for selling an item to a customer at a physical retail location, the method comprising the steps of:
 - (a) receiving at the physical retail location an identifier associated with a physical token presented by a customer at the physical retail location;
 - (b) accessing customer data from a database located somewhere other than the token based on the received identifier associated with the token;
 - (c) identifying in the customer data a product order selected by the customer;
 - (d) preparing the identified customer order at the retail location;
 - (e) identifying in the customer data a preferred payment method for the customer;
 - (f) executing payment by the customer for the selected order by the preferred payment method; and
 - (g) providing the customer with the selected order at the retail location.
2. (Original) The method of claim 1, wherein the token comprises an RFID tag, and step (a) comprises wirelessly reading a RFID tag presented by the customer.
3. (Original) The method of claim 2 wherein the steps are performed in response to a single user action, the single user action comprising presenting the RFID tag to an RFID reader located in the retail location.
4. (Original) The method of claim 1, wherein the token comprises a magnetic stripe card, and step (a) comprises reading a magnetic stripe card presented by a customer to a magnetic stripe reader.

5. (Original) The method of claim 4 wherein the steps are performed in response to a single user action, the single user action comprising presenting the magnetic stripe card to a customer-accessible magnetic stripe card reader located in the retail location.

6. (Original) The method of claim 1, further comprising, prior to step (a), the steps of:

- (1) facilitating customer selection of a product order; and
- (2) associating the customer selected product order with the customer.

7. (Original) The method of claim 6 wherein step (1) comprises facilitating customer selection via the Internet.

8. (Original) The method of claim 6 wherein step (1) comprises facilitating customer selection at a terminal located in the retail location.

9. (Original) The method of claim 1 wherein step (b) comprises accessing customer data over the Internet.

10. (Original) The method of claim 1 wherein step (b) comprises accessing customer data over a local area network.

11. (Original) The method of claim 1 wherein step (b) comprises accessing customer data from a local database.

12. (Original) The method of claim 1 wherein step (b) comprises accessing customer data from a database operated from a third party service provider.

13. (Original) The method of claim 1 wherein step (f) comprises providing payment information to a POS device for execution.

14. (Original) The method of claim 1 wherein step (f) comprises processing payment and providing an execution code indicating complete payment to a POS device.

15. (Original) The method of claim 1 wherein step (f) comprises obtaining a count value associated with the token and if the count value is greater than zero, decrementing the count value.

16. Cancelled.

17. Cancelled.

18. (Previously presented) A system for selling an item at a physical retail location, comprising the steps of:

a token reader for receiving at the physical retail location an identifier associated with token presented by the customer at the physical retail location, wherein the token comprises an RFID tag, and the token reader wirelessly reads the token presented by the customer;

a dispatch module for accessing customer data from a database located somewhere other than the token based on the received identifier associated with the token, and for identifying in the customer data a selected customer order and a preferred payment method;

a display for displaying the selected customer order at the retail location to a retail clerk;

a POS device for executing payment by the customer for the selected customer order by the preferred payment method.

19. (Previously presented) The system of claim 18 wherein a single user action comprising presenting the RFID tag to the token reader located in the retail location initiates the dispatch module.
20. (Previously presented) The system of claim 16, wherein the token comprises a magnetic stripe card, and the token reader comprises a magnetic stripe reader.
21. (Previously presented) The system of claim 16 wherein a single user action comprising presenting a magnetic stripe card to the token located in the retail location initiates the dispatch module.
22. (Previously presented) The system of claim 16, wherein the system further comprises a facilitation module for facilitating customer selection of a product order and an association module for associating the customer selected product order with the customer.
23. (Previously presented) The system of claim 22 wherein the facilitation module facilitates customer selection via the Internet.
24. (Previously presented) The method of claim 22 wherein the facilitation modules facilitates customer selection at a terminal located in the retail location.
25. (Previously presented) The system of claim 16 wherein the dispatch module accesses customer data over the Internet.
26. (Previously presented) The system of claim 16 wherein the dispatch module accesses customer data over a local area network.

27. (Previously presented) The system of claim 16 wherein the dispatch module accesses customer data from a local database.
28. (Previously presented) The system of claim 16 wherein the dispatch module accesses customer data from a database operated from a third party service provider.
29. (Previously presented) The system of claim 16 wherein the POS device receives payment information from the dispatch module for execution.
30. (Previously presented) The system of claim 16 wherein the POS device processes payment and provides an execution code indicating complete payment.
31. (Previously presented) The system of claim 16 wherein the POS device obtains a count value associated with the token and if the count value is greater than zero, the POS device decrements the count value.